



# TEMPORARY ADVERTISEMENT LICENSE GUIDELINE

## **(A) Vertical Banner / Fishtail / Bunting on Lamp-post**

- (1) Applicant - From any authorized person.
- (2) Form use - Form A for advertisement license can be obtained from Counter D, One Stop Service Counter, Lobby, MBKS free of charge and photocopy of such form is acceptable.
- (3) Submission - Application form must be submitted before the actual date of putting up the advertisement.  
(To attach artwork, measurement of fishtail and localities).
- (4) Advertisement permitted - All advertisements which are non-offensive in nature. Liquor and tobacco advertisements are not allowed.
- (5) Approved sites
  - (i) All street lamp post except the lamp post along Jalan Datuk Merican Salleh, traffic light post and the 1<sup>st</sup> lamp-post from the traffic light.
  - (ii) Post erected within private compound of Commercial / Industrial property only.
- (6) Size of fishtail - Shall not exceed 0.76m x 3.04m or 2.5' x 10'.
- (7) Duration of license
  - Issue on monthly or part thereof basis and can be renewed with payment of license fee for not more than 3 consecutive months subject to availability of lamp post on first come first serve basis.
  - The license for advertising an event will be issued till the last date of the event only.
- (8) Fee
  - To pay license fee of RM20 per month for the 1<sup>st</sup> square metre or part thereof and RM10 per month for every additional square metre or part thereof.
  - **To pay a refundable security deposit of RM250 for every 50 pieces or part thereof per application. The security deposit must be claimed after expiry of the license and compliance of the license condition.**
  - **The deposit shall not be carried forward for next application.**

(9) License conditions

- (i) Fishtail must be securely fastened, hanged at least 6 feet from ground level measured from the bottom of the fishtail and maintained in good state during the period of the display.
- (ii) License issued for the display of fishtail at protocol roads are subject to reservation by Council at any time if the sites are required for any important Government events / functions and license fee paid shall not be refunded.
- (iii) All vertical banners/fishtails shall provide a **white space of size 2 inches or 50mm across the bottom of the vertical banner for display of license number.**
- (iv) All vertical banners/fishtails shall be **displayed in running order** according to the folio number.
- (v) **License number and folio number** must be written on the fishtail for easy identification. Fishtail without license number and folio number will be removed by Council.
- (vi) Fishtail must be removed within **two (2) days** after the expiry of the license.
- (vii) Size of fishtail shall not exceed the approved size and content must be non-offensive in nature.
- (viii) All tobacco and liquor advertisements are not allowed.
- (ix) The erection of posts at public place of road verges, road reserve, open space, etc for such purpose is prohibited.
- (x) 2 tiers advertisement on lamp post is not permitted.
- (xi) Fishtail shall not be displayed on the post of traffic light and the 1<sup>st</sup> lamp post from the traffic light.
- (xii) Fishtail shall not be displayed other than the approved site(s).
- (xiii) Security deposit will be forfeited for non-compliance with any of the above condition(s).

## **(B) Horizontal Banner**

- (1) Applicant
  - (i) Public places – From any authorized person.
  - (ii) Private Property – From any authorized person.
- (2) Form use
  - Form A for advertisement license can be obtained from Counter D, One Stop Service Counter, Lobby, MBKS free of charge and photocopy of such form is acceptable.
- (3) Submission
  - Application form must be submitted before the actual date of putting up the advertisement.  
(To attach artwork, measurement of horizontal banner and localities).
- (4) Approved sites
  - (i) Public places:-
    - (a) Railing of junction Jalan Sekama and Jalan Pending
    - (b) MBKS Swimming Pool fencing, Jalan Padungan
    - (c) Stutong Community Market fencing, Jalan Setia Raja
    - (d) Railing of Setia Commercial Centre, Jalan Setia Raja
    - (e) Railing in front of Kuching Park Hotel till Sing Wee Hock Pastry Ingredient Supply at Jalan Padungan
    - (f) Roadside railing of Kuching Sentral facing Jalan Lapangan Terbang
  - (ii) Private property:-
    - (a) Shop front - one banner per shop lot for all advertisements which are non-offensive in nature. Liquor and tobacco advertisements are not allowed.
    - (b) Fencing of educational institution, religious institution, government office and agency for own advertisement only.
    - (c) Within the private compound.
- (5) Size of horizontal banner
  - Shall not exceed 1.22m width x 6m length (4' x 20') or width of the shop house.
- (6) Duration of license
  - Issue on monthly or part thereof basis and can be renewed with payment of license fee for not more than 3 consecutive month for the same advertisement subject to availability of space on first come first serve basis.

The license for advertising an event will be issued till the last date of the event only.
- (7) Fee
  - To pay license fee of RM20 per month for the 1<sup>st</sup> square metre or part thereof and RM10 per month for every additional square metre or part thereof.

**To pay a refundable security deposit of RM50 per site for both public and private places. The security deposit must be claimed after expiry of the license and compliance of the license condition.**

**- The deposit shall not be carried forward for next application.**

- (8) License conditions
- (i) Horizontal banner must be securely fastened and maintained in good state during the period of the display.
  - (ii) License issued for the display of horizontal banner at public places are subject to reservation by Council at any time if the site is required for any important Government events/functions and license fee paid shall not be refunded.
  - (iii) **License number and folio number** must be written on the horizontal banner for identification. Horizontal banner without license number will be removed by Council.
  - (iv) Horizontal and huge banners shall provide a **white space of 4" x 18"** at the bottom right hand corner of the said banner for display of license number.
  - (v) Horizontal banner must be removed within **two (2) days** after the expiry of the license.
  - (vi) Size of horizontal banner shall not exceed the approved size and content must be of non-offensive nature, etc.
  - (vii) All tobacco and liquor advertisements are not allowed. The erection of posts at public place of road verges, road reserve, open space, etc for such purpose is prohibited.
  - (viii) Horizontal banner shall not be displayed other than the approved site(s).
  - (ix) Security deposit will be forfeited for non-compliance with any of the above condition(s).

**(C) HUGE/LARGE BANNER (bigger than 4' x 20')**

- (1) Applicant - From any authorized person with consent from the owner of the property.
- (2) Form Use - Form A for advertisement license can be obtained from Counter D, One Stop Service Counter, Lobby, MBKS free of charge and photocopy of such form is acceptable.
- (3) Submission - Application form for temporary license must be submitted before the actual date of putting up the advertisement (to attach artwork, measurement of banner and localities with photo of the proposed site).
- (4) Approved Sites - Solid concrete wall of the building with no window opening, glass panel and architectural design.
- (5) Size of Huge Banner - Not bigger than the concrete solid wall.
- (6) Duration of License - Issue on monthly or part thereof basis and can be renewed with payment of license fee for not more than 3 consecutive month for the same advertisement subject to availability of space on first come first serve basis.  
  
The license for advertising an event will be issued till the last date of the event only.
- (7) Fee - Temporary License
  - (1) To pay license fee of RM20 per month for the 1<sup>st</sup> square meter or part thereof and RM10 per month for every additional square meter or part thereof.
  - (2) To pay refundable security deposit - RM1,000 per piece.
  - (3) **The deposit shall not be carried forward for next application.**

- (8) License Condition
- (i) Size of banner shall not exceed the approved size and content must be of non-offensive nature, etc.
  - (ii) All tobacco and liquor advertisements are not allowed.
  - (iii) If the display of advertisement (banner) on building, the consent of the owner must be obtained and banner must be properly affixed to the wall of the building.
  - (iv) Banners are not allowed to cover the window opening, glass panel.
  - (v) Huge banner shall provide a **white space of 4" x 18"** at the bottom right hand corner of the said banner for display of license number.
  - (vi) **License number** must be written on the banner for identification. Banner without license number will be removed by Council.
  - (vii) Banner must be removed within **two (2) days** after the expiry of the license.
  - (viii) Advertiser is required to maintain the banner in a clean, stable and safe condition during the validity period of the license.
  - (ix) Security deposit will be forfeited for non-compliance with any of the above condition(s).